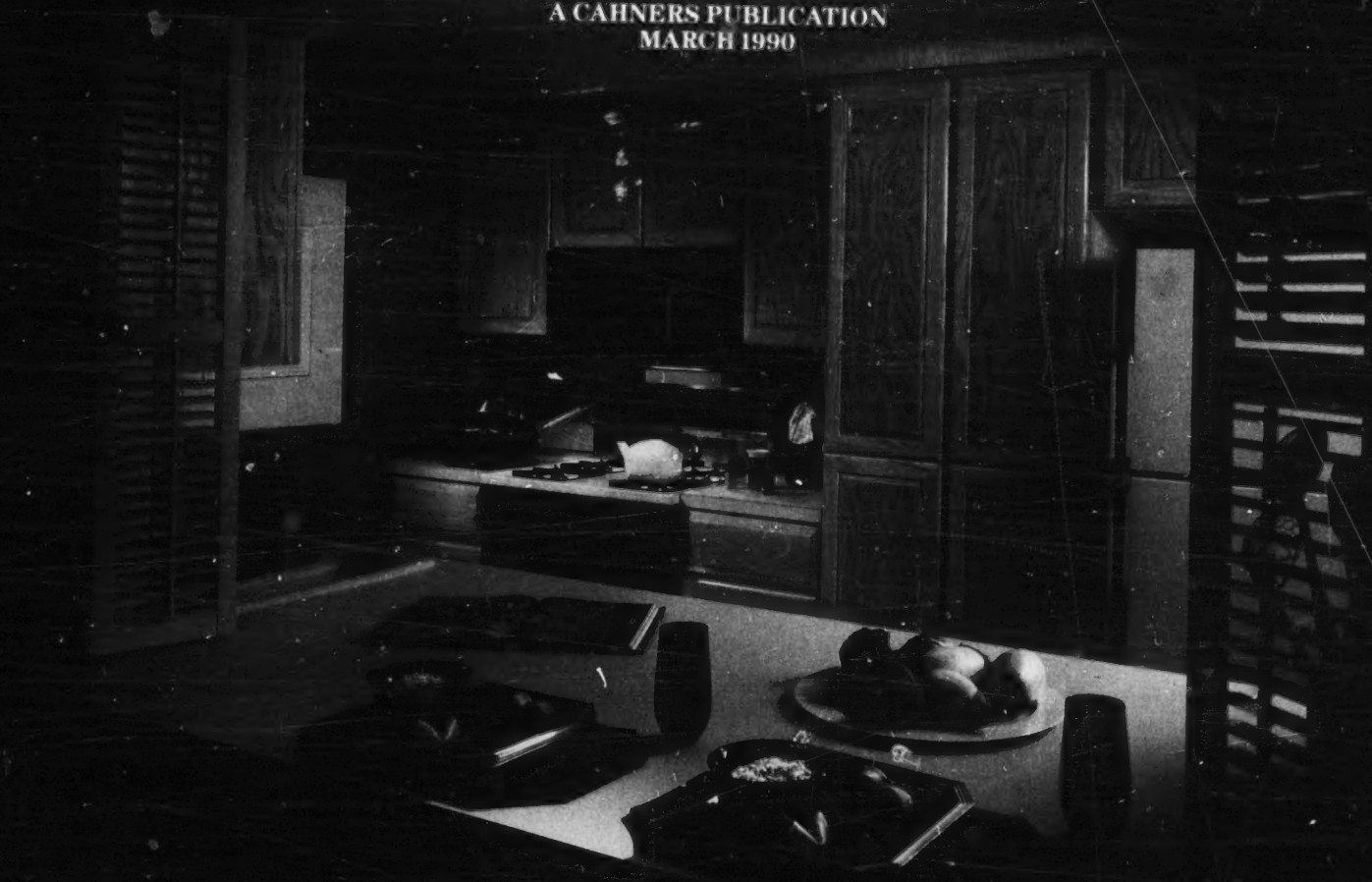
Professional Builder

A CAHNERS PUBLICATION
MARCH 1990



Kitchens & Baths

High & Low Road To Style

Attached Housing Hot Spots

The Giant 100—Who & Why

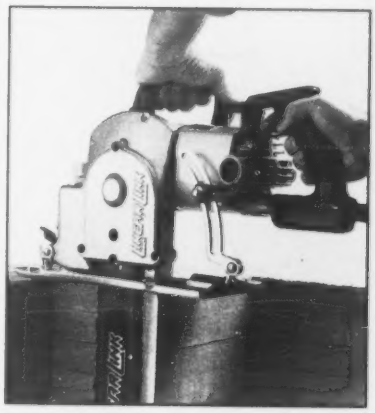
Real Estate Workouts—
Making The System Function

Professional Builder

THE MAGAZINE OF HOUSING AND LIGHT CONSTRUCTION/A CAHNERS PUBLICATION

New designs drive the factory-built market. Page 89.

Real estate workouts may lead to a pot of gold, but senior editor Bill Lurz warns builders to watch for rattlesnakes along the way. Page 22. **How disaster planning** helped builders survive last year's quakes and hurricanes. Susan Bady reports. Page 33. **Want to cut call backs?** These experts show you how. Page 45. **Model homes** are still a top sales aid. Our exclusive consumer survey explains why. Page 54. **In slow markets**, targeted ads can help revive customer interest. Page 64. **How small builders** find their niche. Page 80.



State-of-the-art power tool technology. Page 152.

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MARCH • 1990 VOL. 55

THE MAGAZINE OF HOUSING AND LIGHT CONSTRUCTION/A CAHNERS PUBLICATION

Move-up luxury is the key to this bath, part of Bonair in Mission Viejo, Calif., which was built by Barratt Irvine. Photo by Eric Figge. Page 122.

Triad Development surveyed Puget Sound renters to ascertain what they liked, then put the best ideas to work in its popular Covington Farms. Page 132.

One hundred builders accounted for nearly a fifth of all housing starts last year in the United States. A look at who they are and what they built. Page 140.

FEATURES

Kitchens & Baths That Make The Sale 122

Nothing gets a potential customer excited about purchasing a new home like well-designed, well-merchandised wet rooms. Here are 13 delightful examples of ways builders are appealing to various customer segments, from the entry and condo level up through the high-end luxury and custom home market.

Affordable Luxury Found In Attached Projects 132

Here's a close look at three particularly interesting projects: an award-winning design is boosting demand for neoclassic townhomes in Southern California; a development built through public/private partnership in the nation's capitol mixes low-income rental units with market-rate rental, detached and townhome product; finally, a Pacific Northwest-based apartment developer quickly achieved 90 percent occupancy after surveying local renters.

The Giant 100 140

This in-depth report has two purposes: To acknowledge last year's leaders in housing starts and to preview our 24th ANNUAL REPORT OF HOUSING'S GIANTS®. For the third year in a row, Trammell Crow is the nation's leading producer.

QVA Award Winner: Weiner Homes Corp. 148

A recipe for success: Bring Texas size and California design flair at bargain prices to southern New Jersey. Builders David and Joshua Weiner departed from the region's norm in creating Woodlands at Lumbertown, but the payoff was 64 quick sales in a stagant market.

On the Cover

Chestnut Hill at Essex Park in Staten Island, N.Y., has a kitchen that is typical of many successful condominiums—it maximizes space efficiency without sacrificing style. The condos, which were built by Four Brothers at Heartland, start at $145,000. Photo by Hedrich-Blessing.

Model Home Is Top Selling Tool

Professional Builder's recent survey of builders shows model homes are used extensively—and intensively—as a top sales aid.

By William H. Lurz, Senior Editor

The model home is still king. *Professional Builder* recently conducted its 16th annual consumer/builder survey. About half of the representative national sample of 324 builders—153 to be exact—said they use model homes as a sales tool. And those disciples have enough faith to invest big money to make their models work.

Nearly 75 percent furnish their models, and the median cost for that merchandising is $26,300.

For builders of attached housing, the numbers are even more startling. More than 91 percent reported using furnished models, and the median investment in merchandising was $32,600.

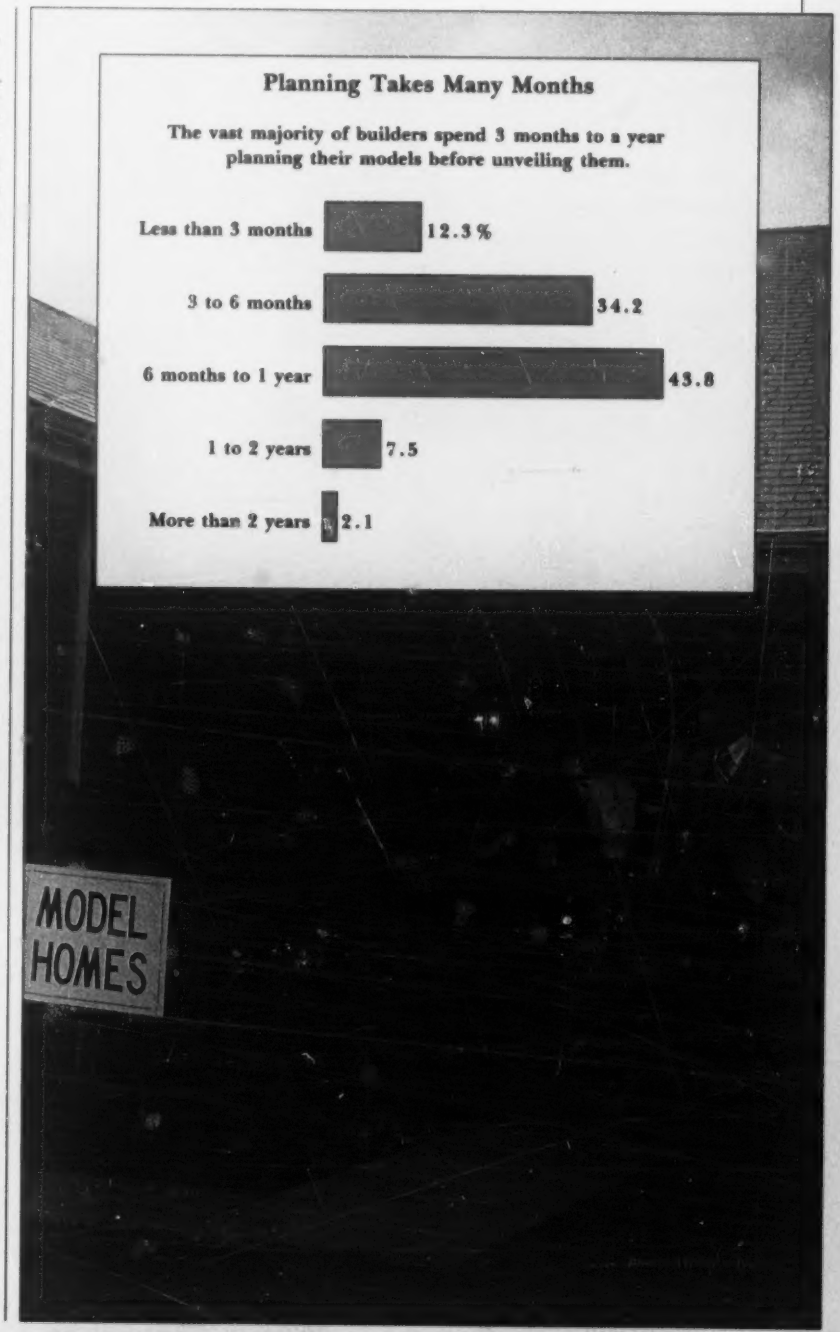
Those levels of expenditure indicate not only that model homes work, but that many builders believe they are essential.

Richard Van Schaardenburg, president of suburban Chicago's Town & Country Homes (1989 volume, $68.5 million), is one. In fact, he refuses to ever pre-sell houses before opening models.

"Without merchandised models, you can't get people emotionally involved with the product," said Van Schaardenburg. "They will never, *never* pay you the right price for what you're delivering."

The majority of builders surveyed said they locate their sales center inside one of the models (55.6 percent) or in the garage of one (19.7 percent). But 9.2 percent reported using a specially built structure, up from 7.3 percent in the previous year's survey.

April remains the most popular month for opening model homes, with 21.5 percent of the sample reporting that they open models in mid-spring. September (16.5 percent) followed, with March (15.7 percent) a close third. □

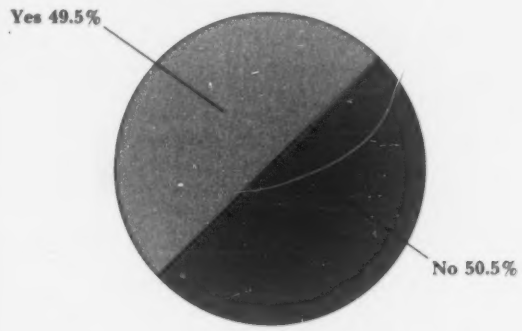


Surveyed builders reported using their models for an average of 14.7 months per home.

Average number of models per location: 2.2

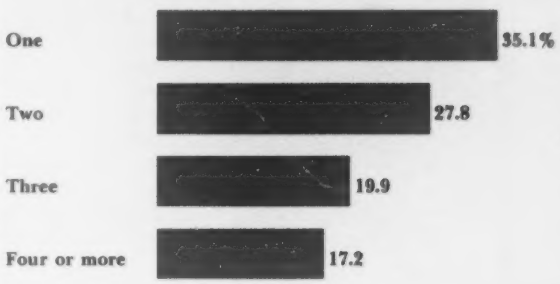
Half Of Survey Uses Models

The survey sample split almost equally between builders who use models and those that don't.



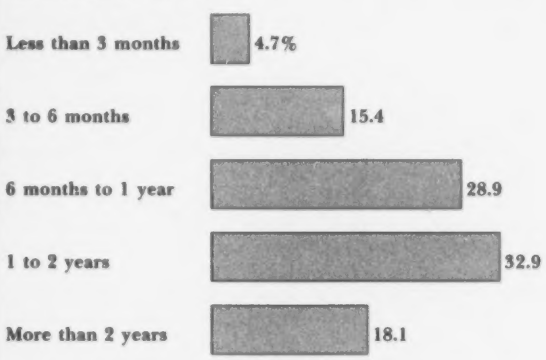
Average Models Per Location: 2.2

The majority of builders surveyed have only 1 or 2 models per sales location, but enough build more than that to bring the average up to 2.2.



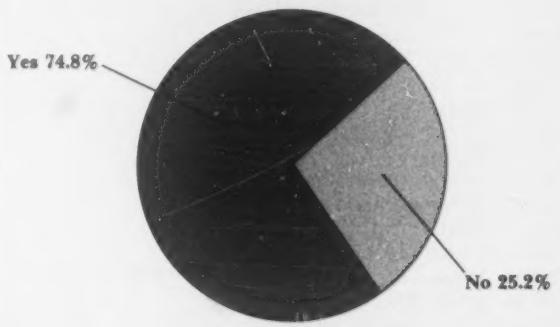
Most Use Models 6 Months To 2 Years

The highest number of builders reported using model homes an average of 1 to 2 years.



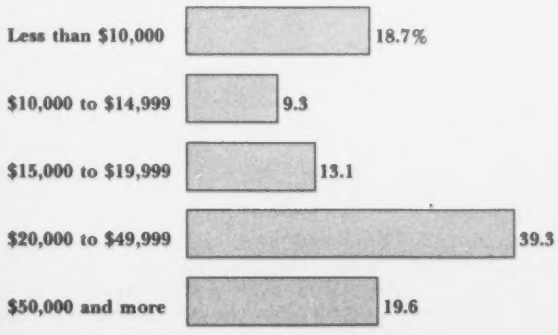
Vast Majority Furnish Models

Just under three quarters of the builders who use models said they generally furnish the interiors.



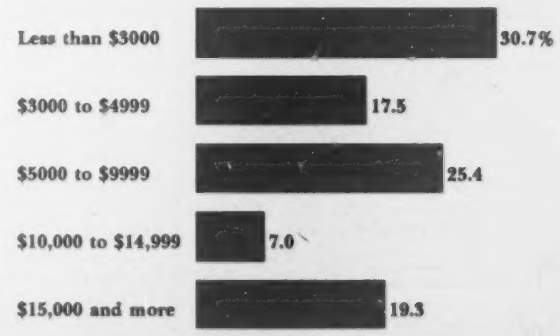
Merchandising Averages More Than $20,000

Builders spend big money to furnish models: most said they budget between $20,000 and $49,999 per house.



Landscaping Budgets Range Broadly

When asked their average cost per model home for landscaping, builder responses varied widely. The average was $5,572.



ADVERTISING

Consumer Survey Highlights Effective Ad Elements

By Kevin J. Pfeifer
Builders Advertising Journal

What are buyers looking for in a new home ad? This question was answered by participants in the 16th annual *Professional Builder* Consumer Survey, and their answers are demonstrated by the preview ad shown at right for Millpond Lakes, a lakeside condominium community in New Port Richey, Fla.

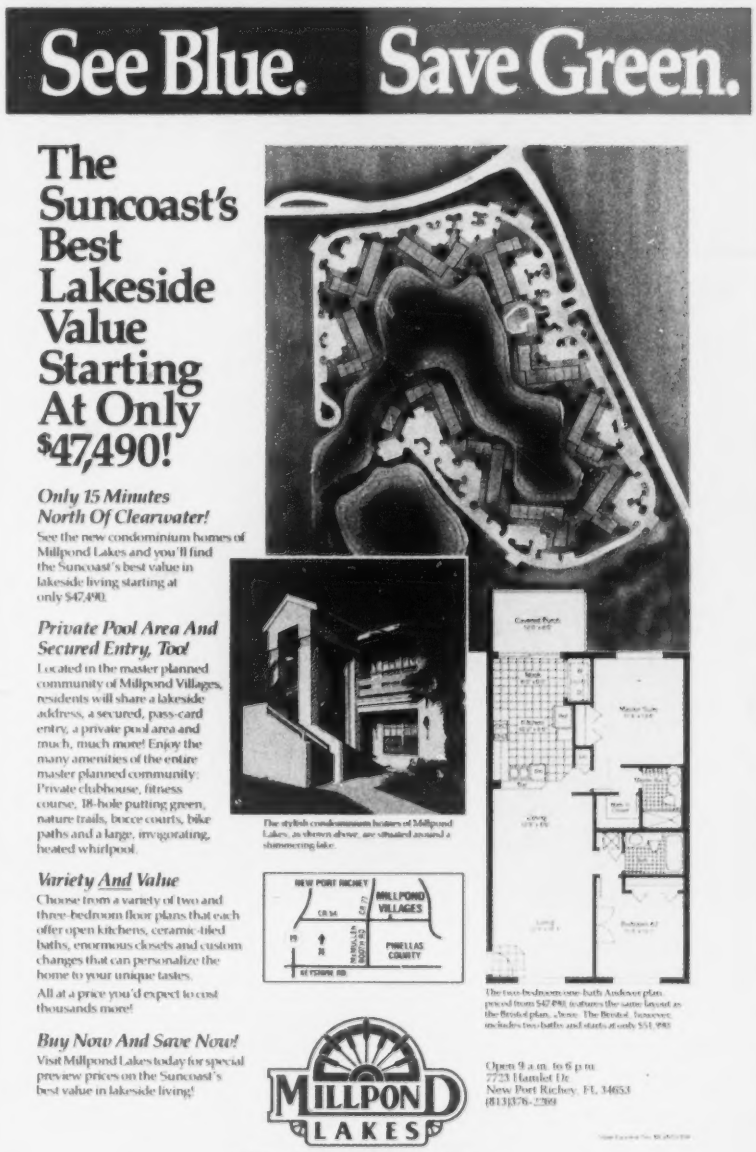
Specifically, consumers were given a list of components or elements from advertisements and asked to identify the five elements they deemed most helpful or most important in assisting their search for a new home. The top five answers are listed in the sidebar and are demonstrated in the four-color ad. Let's look at these elements in more detail.

First, at 96.8 percent, is the price of the home, listed as the most important element of all. Most people start with a fair estimate of how much house they can afford, and don't waste too much time reading about a product that is out of their reach.

The Millpond Lakes ad not only states the price clearly in the headline, it also implies value and savings through the "See Blue, Save Green" four-color banner.

Next up in the ranking is the floor plan, at a surprising 89.6 percent. Most builders don't use a

Continued on page 74


See Blue. Save Green.
The Suncoast's Best Lakeside Value Starting At Only $47,490!
Only 15 Minutes North Of Clearwater!
See the new condominium homes of Millpond Lakes and you'll find the Suncoast's best value in lakeside living starting at only $47,490.
Private Pool Area And Secured Entry, Too!
Located in the master planned community of Millpond Villages, residents will share a lakeside address, a secured, pass-card entry, a private pool area and much, much more! Enjoy the many amenities of the entire master planned community: Private clubhouse, fitness course, 18-hole putting green, nature trails, bocce courts, bike paths and a large, invigorating, heated whirlpool.
The stylish condominiums homes of Millpond Lakes, as shown above, are situated around a shimmering lake.
Variety And Value
Choose from a variety of two and three-bedroom floor plans that each offer open kitchens, ceramic-tiled baths, enormous closets and custom changes that can personalize the home to your unique tastes.
All at a price you'd expect to cost thousands more!
NEW PORT RICHEY
MILLPOND VILLAGES
PINELLAS COUNTY
The two-bedroom/one-bath Andover plan, priced from $47,490, features the same layout as the Bristol plan, above. The Bristol, however, includes two baths and starts at only $51,990.
Buy Now And Save Now!
Visit Millpond Lakes today for special preview prices on the Suncoast's best value in lakeside living!
Open 9 a.m. to 6 p.m.
7723 Hamlet Dr.
New Port Richey, FL 34653
(813)376-2300
MILLPOND LAKES
In Millpond Villages, The Most Affordable Master Planned Community On The Entire Suncoast

This Millpond Lakes ad hits the most important consumer hot buttons by clearly presenting the product's price, an easy-to-read floor plan and a project photo.

Continued from page 70

floor plan, but consumers are telling us we should probably use them more often.

The third ranking element is a photo of the house, at 79.9 percent. It's important to note that a photograph scored more than twice as well as a rendering, yet most builders insist on renderings.

One obvious justification for using a rendering would, in fact, be a preview ad, since no product exists to be photographed. In the Millpond Lakes ad we were able to use a photo of an existing product at a different location.

Next up is a description of the model, which is simply another way of saying copy. This element scored an impressive 72.9 percent.

Finally, the fifth ranking element is a map with location and directions, at 60 percent. I believe this element is much more important than the survey results indicate. In the Millpond Lakes ad we show a map and an address—normally it is a good idea to add written map directions as well.

The Millpond Lakes ad first ran in October 1989 and helped to double traffic from 133 in September to 266 in October. More important, the two sales in September rose to five in October and seven in November.

This ad, produced by Eckel Advertising for the Premiere Group, together with the survey results, demonstrates an important principle in real estate advertising. To wit: Real estate buyers are primarily active; they have already decided to get into the home buying market before they look at an ad and therefore, they come to the real estate section or magazine with a list of requirements for their new home.

This is a logical process, as opposed to the emotional process that takes place inside the model home. If you know your target market's list, and use these five elements to logically build that list into your ad, chances are your results will be improved. □

What Are The Elements In A Real Estate Ad Of Most Importance To You?

1. Price of house	96.8%
2. Floor plan	89.6%
3. Photo of house	79.9%
4. Description of model	72.9%
5. Map with directions	60.0%

Recycled Garage Keeps Children Out Of Traffic

Meridian Bank of Reading, Pa., wanted a day-care center for its employees' children. It had to be centrally located with convenient access and in a stable neighborhood.

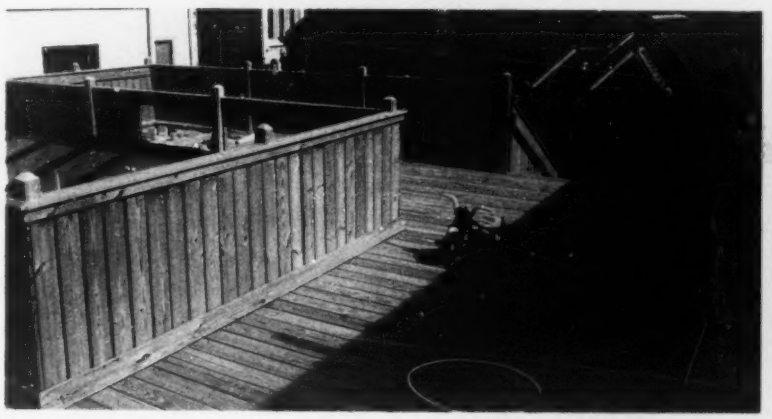
The bank found a vacant 5600-square-foot structure in the city's Callowhill Historic District. The Heritage Investment Group Ltd., with its HIG Construction arm, was hired for the recycling project. The building, which had been used as an auto repair garage, was on the National Register Of Historic Places, but was fire-damaged.

Carol Clouse, at that time the firm's in-house architect (now partner in 13th Floor Architects), designed the 3500-square-foot child-care facility.

The interior of the structure was redone, including two rental apartments in the building that were damaged in the 1979 fire.

Children's activity areas were painted bright, primary colors. The cathedral ceiling was done in white. A stairway to the structure's mezzanine was built with a sliding board for the children.

The building's central open space was left intact to take advantage of an existing skylight. A mezzanine, built over the kitchen and storage room, helped provide the open square footage needed (40 square feet per child) to meet state requirements. The facility can handle 73 infants and preschool children.



Rooftop play area is a solution for the problem of where to have children play in a downtown location.

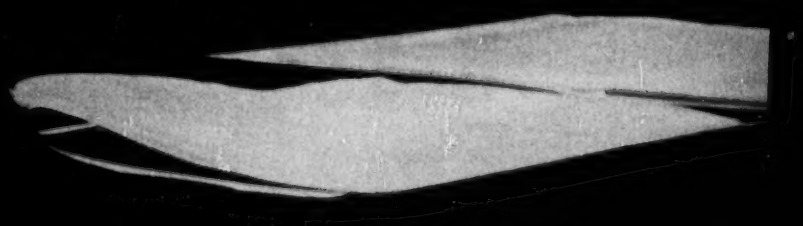
The problem of having an outside play area in a downtown location was solved on the roof.

A steel superstructure was built inside the existing structure to support a roof deck that includes a sliding board, sand box, water sprinkler and jungle gym. To protect the children, the play area is surrounded by a 3½-foot-high wood fence and a 9-foot-high vinyl-coated, chain-link fence.

Construction cost, including the rooftop play area and steel superstructure, was $171,000. □

1990 Housing Starts Leaders

THE GIANT 100



The Giant 100, Professional Builder, 1990

For the third year in a row Trammell Crow Residential Cos. is the nation's leading producer of housing starts.

Professional Builder's 3rd Annual Housing Starts Leaders report, the Giant 100, indicates that the Dallas-based company started 11,491 rental housing units in 1989. Another Dallas-based firm, Centex Corp., started the most single-family detached houses, with a total of 7541. The leading builder of attached housing in this report is Hovnanian Enterprises Inc., Red Bank, N.J., with a total of 2774.

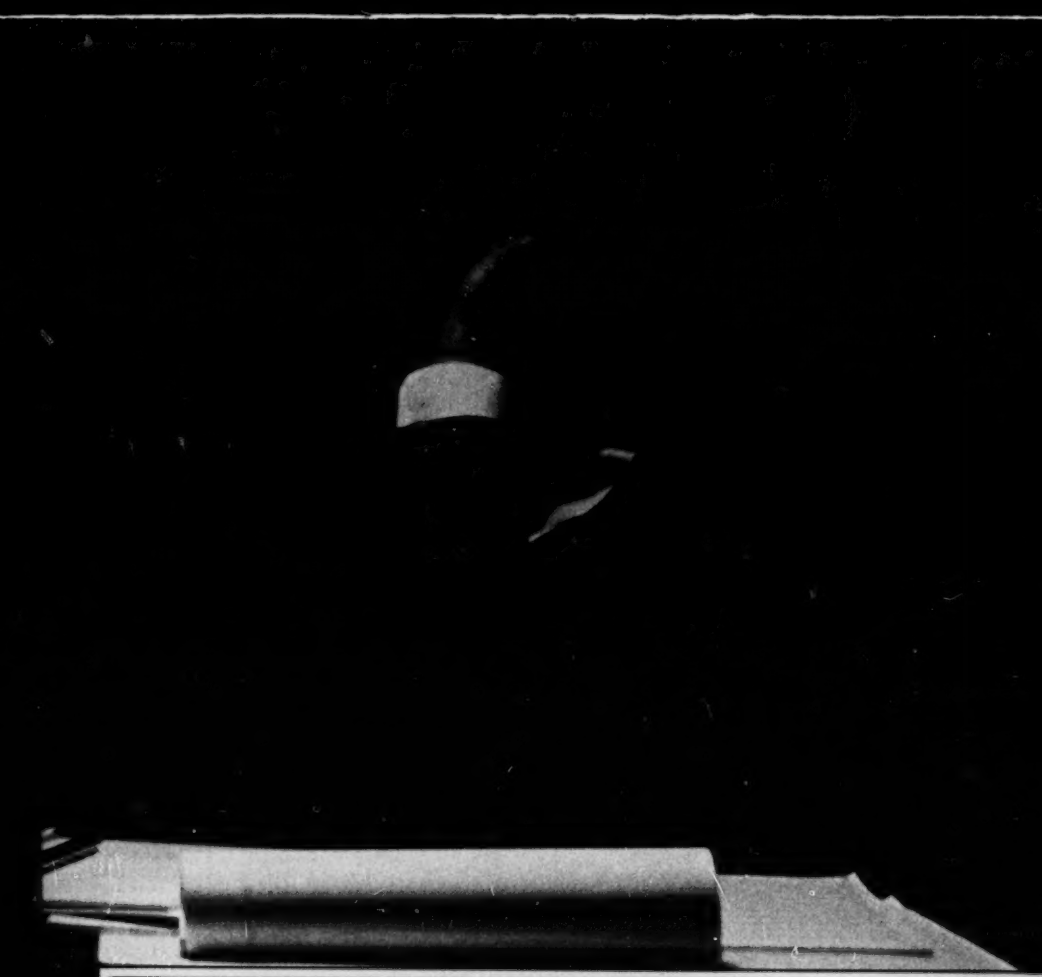
This report has two purposes: To acknowledge last year's leaders in housing starts and provide a preview of *Professional Builder*'s 23rd ANNUAL REPORT OF HOUSING'S GIANTS® to be published in July. (That report will rank the nation's 400 largest builders based on revenues from housing sold, not started.)

In compiling this report, PB surveyed more than 2000 large-volume builders in December and January. They were asked how many units they started or expected to start in 1989 in three categories—detached for-sale housing, attached for-sale housing and rental apartments. Unlike *Professional Builder*'s ANNUAL REPORT OF HOUSING'S GIANTS®, this report does not include mobile home production.

In some cases, builders were not able to provide starts information and reported sales instead. Or they provided starts estimates because they had not finished year-end reports. Those instances are noted.

With 9622 total starts, Ryland was the No. 2 builder, as far as overall starts. Moving into the third slot in this latest report is Centex Corp. with 7989 total units.

Moving up to the fourth spot in 1989 is the William Lyon Cos. of Newport Beach, Calif., with 6490 starts. Weyerhaeuser Real Estate Co. of Tacoma, Wash., also advanced to the fifth spot in 1989 with 6270 starts. □



Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1989 Starts
1	**Trammell Crow Residential** 3500 Trammell Crow Center Dallas, Texas 75201 Ronald Terwilliger	293	259	10,839	11,491
2	**Ryland Group** 10211 Wincopin Circle Columbia, Md. 21044 C.E. "Ted" Peck	7505	2117	0	9622
3	**Centex Corp.** 3333 Lee Parkway, PO Box 19000 Dallas, Texas 75219 Laurence E. Hirsch	7541	448	0	7989
4	**William Lyon Cos.** 4490 Von Karman Newport Beach, Calif. 92658 William Lyon	4427	985	1078	6490
5	**Weyerhaeuser Real Estate** Building QB-6 Tacoma, Wash. 98477 Steve Lewis	5375	655	240	6270
6	**HVR** 7601 Lewinsville Rd. McLean, Va. 22102 Dwight Schar	3642 est.	2428 est.	0	6070 est.
7	**Kaufman and Broad Home Corp.** 11601 Wilshire Blvd. Los Angeles, Calif. 90025 Bruce Karatz	5238	805	0	6043
8	**U.S. Home Corp.** PO Box 2863 Houston, Texas 77252 Robert Strudler	3857	1580	0	5437
9	**Jim Walter Homes Inc.** 1500 N. Dale Mabry Hwy. Tampa, Fla. 33607 Robert W. Michael	5400	0	0	5400
10	**PHM Corp.** 33 Bloomfield Hills Pkwy. Bloomfield Hills, Mich. 48013 **(Fiscal Year Sales 9/30/89)** John Vanden Esschert	4450	0	0	4450

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1989 starts
11	**Lewis Homes Group of Cos.** PO Box 670 Upland, Calif. 91785 Ralph M. and Goldy S. Lewis	2788	339	926	4053
12	**A.G. Spanos Construction** 1341 W. Robinhood Dr. Stockton, Calif. 95207 Alex Spanos	0	0	3945	3945
13	**Lennar Corp.** 700 NW 107th Ave. Miami, Fla. 33172 (Fiscal Year 11/30/89) Leonard Miller	1773	2057	0	3830
14	**Summit Properties** 212 S. Tyron St., #800 Charlotte, N.C. 28281 William F. Paulsen	0	0	3700	3700
15	**National Enterprises Inc.** PO Box 7680 Lafayette, Ind. 47903 David Price	1367	1385	559	3311
16	**J.L. Construction** PO Box 369 Carlsbad, Calif. 92008 Jim Franklin	109	0	2902	3011
17	**Wausau Homes Inc.** PO Box 8005 Wausau, Wis. 54402 Marvin C. Schuette	2210	800	0	3010
18	**Hovnanian Enterprises Inc.** 10 Hwy. 35 Red Bank, N.J. 07701 Kevork Hovnanian	232	2724	0	2956
19	**Hunt Building Corp.** PO Box 9368 El Paso, Texas 79984 William Sander	115	1390	1428	2933
20	**Lincoln Property Co.** 500 N. Akard Dallas, Texas 75201 Mack Pogue	0	0	2914	2914
21	**General Homes** PO Box 37148 Houston, Texas 77237 James Olafson	2827	0	0	2827
22	**Lokey Properties** 1800 Bering Dr., #220 Houston, Texas 77057 Kenneth R. Lokey	324	0	2362	2686
23	**The Lusk Co.** 17550 Gillette Ave. Irvine, Calif. 92713 John D. Lusk	1840	342	475	2657
24	**Blazer Building Inc.** 1375 Bunker Hill Houston, Texas 77055 Chris Richardson	0	2580	0	2580
25	**The Anden Group** 15260 Ventura Blvd. Sherman Oaks, Calif. 91403 Eugene S. Rosenfeld	1360	1180	0	2540
26	**Edward Rose Building Enterprise** 2399 W. Ten Mile Rd. Southfield, Mich. 48037 Sheldon Rose	91	0	2400	2491
26	**UDC-Universal Development Co.** 4812 S. Mill Ave. Tempe, Ariz. 85282 Gary Rosenberg	1913	578	0	2491
28	**Watt Industries Inc.** 2716 Ocean Park Blvd. Santa Monica, Calif. 90406 Raymond Watt	2224	220	0	2444
29	**MDC Holdings Inc.** 3600 S. Yosemite St. Denver, Colo. Larry Mizel	1970	470	0	2420
30	**Presley Cos.** PO Box 19672 Irvine, Calif. 92713	2017	360	0	2377
31	**Picerne Properties** 74 Lambert Lind Hwy. Warwick, R.I. 02886 Ronald Picerne	46	0	2321	2367
32	**Harkins Group** 12301 Old Columbia Pike Silver Spring, Md. 20904 Thomas P. Harkins	0	475	1874	2349

Builders Change Places In Top 10 Of Housing Starts

The second half of the top 10 in overall housing starts includes NVR L.P. of McLean, Va., in sixth place with an estimated 6070 units. In the previous report the company was ranked third with 8361 housing starts. New to the top 10 is Kaufman and Broad Home Corp. with 6043 housing starts.

The company in eighth place for 1989 is U.S. Home Corp., with 5437 starts. Jim Walter Homes Inc. of Tampa, Fla., took ninth place with 5400 housing starts. PHM Corp. of Bloomfield Hills, Mich. (formerly Pulte Home), came in 10th in 1989 with 4450 housing starts.

A list of the leaders in only single-family detached housing starts has many of the same names but with a different order. Centex Corp. leads that list with 7541 starts, followed by Ryland Group with 7505, Jim Walter Homes Inc. with 5400, Weyerhaeuser Real Estate with 5375, and Kaufman and Broad Home Corp. with 5238.

Leading the list of attached housing builders is Hovnanian Enterprises Inc. with 2724, followed by Blazer Building Inc. with 2580, NVR L.P. with 2428, Ryland Group with 2117 and Lennar Corp. with 2057.

On top of the list of rental housing leaders is Trammell Crow Residential, followed by A.G. Spanos Construction with 3945, Summit Properties with 3700, Lincoln Property with 2914, and J.L. Construction with 2902. □

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1989 starts
33	**Ml/Schottenstein Homes Inc.** 41 S. High St. Columbus, Ohio 43215 Irving Schottenstein	2060	0	0	2060
34	**The Mueller Group** 19550 Pacific Hwy. South Seattle, Wash. 98188 Henry J. Mueller	0	2046	0	2046
35	**Ritz-Craft Corp. of Pennsylvania** PO Box 70 Mifflinburg, Pa. 17844 Paul R. John	1850	178	0	2028
36	**Robertson Homes** 6653 Embarcadero Stockton, Calif. 95209 Barton R. Robertson	0	0	2020	2020
37	**J. L. Mason Group Inc.** 5020 Tamiami Trail North Naples, Fla. 33940 Joe L. Mason	1174	441	367	1982
38	**Paragon Group Inc.** 7557 Rambler Rd., #1200 Dallas, Texas 75231 William Cooper	499	0	1481	1980
39	**North American Housing** PO Box 145 Point of Rocks, Md. 21777 Carl Benna	1506	376	0	1882
40	**Dominion Developments Inc.** 5911 Orchard St. W. Tacoma, Wash. 98467 J. David Page	0	1808	0	1808
41	**Shea Homes** 655 Brea Canyon Rd. Walnut, Calif. 91789 Roy Humphreys	1076	239	424	1739
42	**Robert Randall Co.** 9500 S.W. Barbur Blvd., #300 Portland, Ore. 97219 Robert D. Randall	0	0	1700	1700
43	**Tompkins Heritage Homes** 1637 E. Vine St. Kissimmee, Fla. 32743 Tom Tompkins	1048	84	584	1696
44	**Woodcrest Development Inc.** 17911 Mitchell Ave. Irvine, Calif. 92714 Ronald J. Gilles	1050	180	450	1680
45	**Forecast Mortgage Corp.** 10670 Civic Center Dr. Rancho Cucamonga, Calif. 91730 James Previti	1331	0	296	1627
46	**General Development Corp.** 1111 S. Bayshore Dr. Miami, Fla. 33131 Robert Ehrling	1495	70	0	1565
47	**Colson & Colson Construction Co.** 2741 12th St. SE Salem, Ore. 97302 William E. Colson	0	0	1540	1540
48	**Calmark Properties** 11111 Santa Monica Blvd. Los Angeles, Calif. 90025 Uri Sheinbaum	350	244	926	1520
49	**GlenFed Development Corp.** 16601 Ventura Blvd., #. 500 Encino, Calif. 91436 Terry Hess	1201	310	0	1511
50	**Standard Pacific** 1565 W. MacArthur Costa Mesa, Calif. Ronald Foell	1443	0	0	1443
51	**Weekley Homes Inc.** 1300 Post Oak Blvd. Houston, Texas 77056 David M. Weekley	1378	0	0	1378
52	**Warmington Homes** 3090 Pullman Costa Mesa, Calif 92626 James Warmington	1250	115	0	1365
53	**Continental Homes Holding Co.** PO Box 60010 Phoenix, Ariz. 85082 Kathleen Wade, Donald Loback	1280	80	0	1360
54	**Amrep Corp.** 10 Columbus Circle New York, N.Y. 10019 Howard W. Friedman	735	60	548	1343
55	**DiVosta & Co.** 10358 Riverside Dr. Palm Beach Gardens, Fla. 33410 Otto B. DiVosta	756	571	0	1327

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1989 Starts
56	**Lexington Development Corp.** 1156 W. Shure Dr. Arlington Heights, Ill. 60004 Ronald J. Benach	717	601	0	1318
57	**Lockwood Group** 17 W. Lockwood Ave. St. Louis, Mo. 63119 Joseph A. Shepard	0	0	1304	1304
58	**Citation Builders** 17731 Irvine Blvd., #201 Tustin, Calif. 92680	1300	0	0	1300
58	**Fieldstone Co.** 14 Corporate Plaza Newport Beach, Calif. 92660 Peter Ochs	1300	0	0	1300
60	**Griffin Homes** PO Box 9810 Calabasas, Calif. 91302 Paul Griffin Jr.	1071	226	0	1297
61	**Embrey Investments** 750 East Mulberry, #. 400 San Antonio, Texas 78212 Robert Hunt	0	0	1292	1292
62	**Shelter Canadian Holdings Ltd.** 7 Evergreen Place, [3]2600 Winnipeg, Manito, Canada R312T3 Arni C. Thorsteinson	0	70	1210	1280
63	**Worthing Cos.** 5949 Sherry Lane Dallas, Texas 75225 Robert K. Utley III	0	0	1260	1260
64	**Ahmanson Developments Inc.** 1123 S. Parkview Dr., #360 Covina, Calif. 91724 Jeffrey A. Slavin	1165	83	0	1248
65	**First City Properties Inc.** 8383 Wilshire Blvd., #800 Beverly Hills, Calif. 90211	367	24	847	1238
66	**Barnett-Range Corp.** PO Box 8189 Stockton, Calif. 95208 Hal Barnett, James Range	320	916	0	1236
67	**Calibre Co. of Georgia Inc.** 2100 River Edge Parkway Atlanta, Ga. 30328 Larry Bennett	0	1200	0	1200
68	**Holly Corp.** PO Box 99953 Tacoma, Wash. 98499 Dan Kelley	0	0	1194	1194
69	**J.M. Peters Co.** 3501 Jamboree, #200 Newport Beach, Calif. 92660 James M. Peters	1024	156	0	1180
70	**McKellar Development of La Jolla** 1250 Prospect #103 La Jolla, Calif. 92037 Christopher S. McKellar	0	1177	0	1177
71	**Drees Co.** 211 Grandview Dr., #300 Covington, Ky. 41017 Ralph A. Drees	737	188	250	1176
72	**Barratt American Inc.** 30 Fairbanks, #110 Irvine, Calif. 92718 Mark L. Frazier	761	409	0	1170
73	**Lockridge & Assoc. Inc.** 1355 W. Brierbrook Rd. Germantown, Tenn. 38138 Robert W. Lockridge	0	865	298	1163
74	**Bramalea California Inc.** 1 Park Plaza, #1100 Irvine, Calif. 92714 Peter B. Perrin	1141	0	0	1141
75	**Boston Capital Partners Inc.** 313 Congress St. Boston, Mass. 02210 Richard J. DeAgalo	0	0	1140	1140
76	**Calton Inc.** 500 Craig Rd. Freehold, N.J. 07728 Anthony J. Caldarone	1100 est.	0	0	1100 est.
77	**Flournoy Construction** PO Box 6566 Columbus, Ga. 31995 John F. Flournoy	2	0	1094	1096
78	**The Artery Organization** 7200 Wisconsin Ave. Bethesda, Md. 20814 Alan Geller	195	495	505	1095

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1989 Starts
79	**Beazer Properties Inc.** 945 E. Paces Ferry Rd. Atlanta, Ga. 30326 Jerald Cohn	1091	0	0	1091
80	**Centempri Homes** Stauffer Industrial Park Taylor, Pa. 18447 Victor DePhillips	847	201	0	1048
81	**Natioska Homes Inc.** PO Box F Greenwood, Del. 19950 (Fiscal Year ending 10/30/89) John Mervine Sr.	968	72	0	1040
81	**International American Homes** 100 Walnut Ave. Clark, N.J. 07066 Robert H. Winnerman	550	490	0	1040
83	**Valencia Co.** 23823 Valencia Blvd. Valencia, Calif. 91355 Tom Lee	350	472	216	1038
84	**Homestead Land Development** 1777 Murchison Dr. Burlingame, Calif. 94010 Britt Evans	1020	0	0	1020
85	**Prometheus Development Co.** 2600 Campus Dr., #200 San Mateo, Calif. 94403 Sanford Dilier	0	0	1014	1014
85	**Holtzman & Silverman Construction Co.** 30833 Northwestern Hwy, #300 Farmington Hills, Mich. 48018 J. Holtzman & B. Silverman	44	110	860	1014
87	**The Marriott Corp.** Marriott Dr. Washington, D.C. 20058 J.W. Marriott Jr.	0	0	1000	1000
88	**Zaremba Development Co.** 14600 Detriot Rd. Lakewood, Ohio 44107 Alan F. Scott	0	0	968	968
89	**Taylor Morley Simon Inc.** 1227 Fernridge Pkwy, #200 St. Louis, Mo. 63141 Harry T. Morley	257	156	326	939
90	**Oriole Homes Corp.** 1151 NW 24th St. Pompano Beach, Fla. 33064 Richard D. Levy	158	656	120	934
91	**Friendswood Development** PO Box 2567 Houston, Texas 77252 John Walsh	920	0	0	920
92	**A-M Homes** 125 E. Victoria St. Santa Barbara, Calif. 93101 Michael F. Muench & James B. Araujo	658	139	106	903
93	**Olympia/York** 210 Pelham Rd. New Rochelle, N.Y. 10805 Charles Gazzola	0	0	900	900
94	**Di Loreto Construction** PO Box 70280 Reno, Nev. 89570 Perry M. Di Loreto	650	0	224	874
95	**Hughes-Patwil Homes** P O Box 6181 Linglestown, Pa. 17112 Eugene Bastian	852	0	0	852
96	**Mitchell Co.** PO Box 160306 Mobile, Ala. 36616 John Saint	336	0	500	836
97	**Patt Organization** 422 Allegheny St. Holidayburgh, Pa. 16649 P. Jules Patt	110	659	60	829
98	**Dividend Development Corp.** 3600 Pruneridge Ave., #340 Santa Clara, Calif. 95051 Douglas Watson	805	0	0	805
99	**Cooley Co.** 36250 Dequindre, #200 Sterling Heights, Mich. 48310 Dale Scrace	0	0	796	796
100	**Condiotti Enterprises Inc.** PO Box 6855 Santa Rosa, Calif. 95406 A. Condiotti	730	64	0	794

One-Third Of Giant 100 Are Based In California

Thirty-three of this year's Housing Starts Leaders have headquarters in California. But the influence of that state is even more wide ranging. Many of the builders in this report also have operations in California though their headquarters are elsewhere. Altogether, 28 states plus Canada are represented in the Giant 100.

The California builder with the most housing starts is the William Lyon Cos. of Newport Beach, with 6490 total starts (4427 single-family detached units, 985 attached units and 1078 rental units).

Texas is headquarters for 13 Giants, including the builder first on the Giant 100 list, Trammell Crow Residential of Dallas, with 10,939 rental units, 293 single-family detached units and 259 attached units. Florida is home to seven Giants with the largest sunshine state builder being Jim Walter Homes of Tampa, with 5400 detached houses.

Other headquarters states are Maryland, Michigan, Pennsylvania and Washington, each with four firms. Georgia and New Jersey each have three headquarters. In the category for two headquarters each are Arizona, Missouri, Ohio, Oregon and New York.

The following states have one builder Giant each headquartered there: Alabama, Colorado, Delaware, Indiana, Illinois, Kentucky, Massachusetts, Nevada, North Carolina, Rhode Island, Tennessee, Wisconsin and Virginia.

Other places with Giant 100 headquarters are Washington, D.C. and Canada. □